

MINUTES OF THE
MAG MANAGEMENT COMMITTEE MEETING
September 10, 2008
MAG Office Building - Saguaro Room
Phoenix, Arizona

MEMBERS ATTENDING

Charlie McClendon, Avondale, Chair	Darryl Crossman, Litchfield Park
Mark Pentz, Chandler, Vice Chair	Christopher Brady, Mesa
# Ruth Giese for George Hoffman,	* Jim Bacon, Paradise Valley
Apache Junction	Carl Swenson, Peoria
Jeanine Guy, Buckeye	Frank Fairbanks, Phoenix
Gary Neiss for Jon Pearson, Carefree	# John Kross, Queen Creek
Wayne Anderson for Usama Abujbarah,	* Bryan Meyers, Salt River Pima-Maricopa
Cave Creek	Indian Community
Spencer Isom for B.J. Cornwall, El Mirage	Brad Lundahl for John Little, Scottsdale
Alfonso Rodriguez for Phil Dorchester,	Randy Oliver, Surprise
Fort McDowell Yavapai Nation	Charlie Meyer, Tempe
Rick Davis, Fountain Hills	* Reyes Medrano, Tolleson
* Gila Bend	Gary Edwards, Wickenburg
Joseph Manuel, Gila River Indian	Mark Hannah for Lloyce Robinson,
Community	Youngtown
George Pettit, Gilbert	Rakesh Tripathi for Victor Mendez, ADOT
Jenna Goad for Ed Beasley, Glendale	Kenny Harris for David Smith,
John Fischbach, Goodyear	Maricopa County
RoseMary Arellano, Guadalupe	David Boggs, Valley Metro/RPTA

* Those members neither present nor represented by proxy.

Participated by telephone conference call.

+ Participated by videoconference call.

1. Call to Order

The meeting was called to order by Chair Charlie McClendon at 12:02 p.m.

2. Pledge of Allegiance

The Pledge of Allegiance was recited. John Kross and Ruth Giese joined the meeting by teleconference.

Chair McClendon announced that parking garage validation and transit tickets were available from Valley Metro/RPTA for those using transit to come to the meeting.

3. Call to the Audience

Chair McClendon stated that Call to the Audience provides an opportunity to the public to address the Management Committee on items that are not on the agenda that are within the jurisdiction of MAG, or non-action agenda items that are on the agenda for discussion or information only. Chair McClendon noted that those wishing to comment on agenda items posted for action will be provided the opportunity at the time the item is heard. Public comments have a three minute time limit and there is a timer to help the public with their presentations.

Chair McClendon recognized public comment from Ron Gawlitta, a former member of the Citizens Transportation Oversight Committee. Mr. Gawlitta stated that he was trying to get cable barriers installed across active washes to limit people being washed away when washes flood. Mr. Gawlitta requested the Committee's support to implement cable barriers at the County level and hopefully, the statewide level. Chair McClendon thanked Mr. Gawlitta for his comments.

Chair McClendon recognized public comment from Dianne Barker, who came to the meeting by riding a bicycle and taking the bus. Ms. Barker stated that the League of American Bicyclists rated Arizona third out of 50 states for its encouragement of bicycling and commitment to bicycle safety. She noted that Washington and Wisconsin were first and second, respectively. Ms. Barker commented on the \$8 billion shortfall in federal highway dollars, of which \$700 million come to the MAG region annually, and said that this region needs to get serious about this problem and figure out how to fund projects. She said that it might mean more people bicycling. Ms. Barker submitted newspaper articles on bicycling and the Highway Trust Fund for the record. Chair McClendon thanked Ms. Barker for her comments.

4. Executive Director's Report

Dennis Smith, MAG Executive Director, reported that MAG had received the Certification of Achievement in Financial Reporting from the Government Finance Officers Association for the tenth year in a row. He congratulated the MAG Fiscal Services Division on this accomplishment.

Mr. Smith stated that the Public Relations Society of America has announced that the MAG entry for the "Don't Trash Arizona!" anti litter campaign, is a finalist in the 2008 Copper Anvil Awards.

Mr. Smith reported that House Resolution 6532, a bill to restore solvency to the Highway Trust Fund, is awaiting a vote in the Senate. He advised that unless the \$8 billion is restored to the Highway Trust Fund, the Federal Highway Administration will be unable to pay its bills. Mr. Smith noted that the Bush Administration supports the bill and has urged Congress to pass it into law. He said that the shortfall could result in federal funding cuts of approximately 34 percent, or nearly \$14 billion. Mr. Smith stated that six highway projects in Arizona are on hold, including two in this region: State Route 85 widening north of Gila Bend at \$23.9 million; and US 60 widening near Wickenburg at \$5.6 million.

Mr. Smith stated that many municipalities are using dust suppressants to fulfill their air quality commitments to suppress PM-10 pollution. He noted that at each place was a just released report from the Environmental Protection Agency that addresses the effects of dust suppressants on water quality. He indicated that the municipal engineers may want to read the report.

Mr. Smith updated members on the Community Emergency Notification System (CENS). He said that a new vendor has been selected for CENS launches, which will extend the available funding for an additional year. Mr. Smith also noted that the Homeland Security Council is in the final stages of reviewing the grant request for CENS funding. He advised that if Homeland Security funding is provided it may extend the funding of the Community Notification System to 2010. Mr. Smith reported that CENS had been activated just the day prior when about 600 Scottsdale residents were notified about a massive beehive and given safety instructions.

Mr. Smith announced that MAG produced a video that includes the history and benefits of the rubberized asphalt program. He noted that the video would be played at the end of the meeting. Chair McClendon thanked Mr. Smith for his report. No questions for Mr. Smith were noted.

5. Approval of Consent Agenda

Chair McClendon stated that agenda items #5A, #5B, #5C, #5D, and #5E were on the consent agenda. Chair McClendon reviewed the public comment guidelines for the consent agenda. He noted that no public comment cards had been received.

Chair McClendon asked if any member of the committee had questions or a request to have a presentation on any consent agenda item. None were noted.

Mr. Pettit moved to recommend approval of consent agenda items #5A, #5B, #5C, #5D, #5E. Mr. Crossman seconded, and the motion carried unanimously.

5A. Approval of July 9, 2008, Meeting Minutes

The Management Committee, by consent, approved the July 9, 2008, meeting minutes.

5B. Consultant Selection for MAG Transportation Database GIS System Phase II

The Management Committee, by consent, recommended that Midwestern Software Solutions be selected to conduct the development of the MAG Transportation Database GIS System Phase II for an amount not to exceed \$250,000; if negotiations with Midwestern Software Solutions are not successful, that MAG negotiate with the evaluation team's second choice, Jacobs Engineering Group Inc., to conduct the project. The FY 2008 MAG Unified Planning Work Program and Annual Budget, approved by the MAG Regional Council in May 2007, includes the development of the second phase of the MAG Transportation Database Geographic Information System (GIS). A request for proposals (RFP) to conduct the project was advertised on May 15, 2008. Proposals were received from eight consulting firms. A multi-agency evaluation team reviewed and ranked the proposals and recommended to MAG that Midwestern Software Solutions be selected to conduct the project in an amount not to exceed \$250,000; if

negotiations with Midwestern Software Solutions are not successful, that MAG negotiate with the evaluation team's second choice, Jacobs Engineering Group Inc., to conduct the project.

5C. Consultant Selection for the Litter Prevention and Education Program for the Regional Freeway System in the MAG Region

The Management Committee, by consent, recommended that RIESTER be selected to design and implement the FY 2009 Litter Prevention and Education Program for the Regional Freeway System in the MAG Region for an amount not to exceed \$380,000. The voter approved Regional Transportation Plan includes \$279 million for the freeway maintenance program. One of the objectives of this program is to improve visual aesthetics along the regional freeway system, including litter control. In 2006, MAG implemented a litter prevention and education program, Don't Trash Arizona, to increase awareness of the health, safety, environmental and economic consequences of freeway litter and ultimately change the behavior of offenders. The FY 2009 MAG Unified Planning Work Program and Annual Budget includes \$380,000 to augment litter prevention and education efforts. On July 11, 2008, MAG issued a Request for Proposals to continue implementation of Don't Trash Arizona. Proposals were received from two consulting firms. A multi-agency review panel evaluated the proposals and recommended to MAG that RIESTER be selected as the consultant to design and implement the FY 2009 Litter Prevention and Education Program at a cost not to exceed \$380,000. The base contract period shall be a one-year term. MAG may, at its option, offer to extend the period of this agreement up to a maximum of two (2), one (1) year options, based on consultant performance and funding availability.

5D. MAG FY 2010 PSAP Annual Element/Funding Request and FY 2010-2014 Equipment Program

The Management Committee, by consent, recommended approval of the MAG FY 2010 PSAP Annual Element/Funding Request and FY 2010-2014 Equipment Program for submittal to the Arizona Department of Administration. Each year, the Public Safety Answering Point (PSAP) Managers submit inventory and upgrade requests that are used to develop a five-year equipment program that forecasts future 9-1-1 equipment needs of the region and will enable MAG to provide estimates of future funding needs to the Arizona Department of Administration (ADOA). The ADOA Order of Adoption stipulates allowable funding under the Emergency Telecommunications Services Revolving Fund, which is funded by the monthly 9-1-1 excise tax on wireline and wireless telephones. The MAG PSAP Managers and the MAG 9-1-1 Oversight Team recommended approval of the MAG FY 2010 PSAP Annual Element/Funding Request and FY 2010-2014 Equipment Program.

5E. Application Process for U.S. Department of Housing and Urban Development Stuart B. McKinney Funds for Homeless Assistance Programs

On December 8, 1999, the Regional Council approved MAG becoming the responsible entity for a year-round homeless planning process which includes submittal of the Department of Housing and Urban Development (HUD) Stuart B. McKinney Continuum of Care Consolidated Application for the MAG region. The Continuum of Care grant supports permanent and transitional housing as well as supportive services. More than 50 homeless assistance applications were submitted to MAG on August 29, 2008. The Ranking and Review Committee

is anticipated to make its recommendation for the new projects on September 15, 2008. The recommendation will be presented to the MAG Executive Committee for information and discussion on September 15, 2008. The MAG Continuum of Care Regional Committee on Homelessness is anticipated to approve the final application at the September 22, 2008, meeting. The final project list will be presented to the MAG Regional Council on September 24, 2008, for information. The final application will be submitted electronically to HUD in October 2008. This item was on the agenda for information.

6. MAG Regional Transit Framework Study

Kevin Wallace, MAG Transit Planning Project Manager, stated that MAG has been working on a Regional Transit Framework Study since February 2008. He said that transit is suddenly a big issue, due to rising costs, sustainability and environmental issues, national security and the realization that the supply of energy is vulnerable.

Mr. Wallace stated that the major focus of this study is to identify needs beyond Proposition 400: long-term needs to 2050 and a more detailed focus on needs to 2030. He said that once completed, the transit framework will help in understanding the future role of transit in the MAG region. Mr. Wallace stated that the Transit Framework Study is a technical study to evaluate needs, and is looking at connecting activity centers and opportunities for transit to support the land use/transportation connection.

Mr. Wallace stated that the study is being undertaken from a customer perspective, both current users and potential future customers, to learn about people's perspectives and attitudes about transit. He said that this is being done through focus groups, surveys, and public meetings. Mr. Wallace indicated that efforts by other agencies will be incorporated in the overall framework. Mr. Wallace advised that by looking at technical land use and transportation data, they will be able understand how to address local conditions – what works in one area may not work in another. He added that the study will provide technical tools to help guide future policy discussions on transit.

Mr. Wallace reviewed the project scope and process. He said that three scenarios will be developed to address alternative funding levels for transit: Scenario One – Incremental low cost expansion of the existing system and potential acceleration of the Regional Transportation Plan; Scenario 2 – Moderate increase in financial resources, coordination with land use plans to reinforce transit patronage; and Scenario 3 – Raise public transit to a level that makes it competitive with automobiles in congested corridors.

Mr. Wallace stated that transit services will be developed for each scenario at three geographic levels – community, subarea, and regional – which are defined by the length of the corridor. The geographic levels are: Community – corridors up to eight miles; Subarea – corridors between five and 15 miles; and Regional – corridors more than 15 miles. He advised that the focus is on regional transit services, not local services like circulators and local bus routes. Likewise, the study will identify where local services will be needed, but not the specifics of those services.

Mr. Wallace stated that the Community Level provides connections between closely grouped activity and population centers. Examples of this type of service include the Albuquerque Rapid

Ride (in-street BRT) and the Portland Streetcar (also operates in a mixed street environment with traffic). Mr. Wallace explained that Subarea Level provides connections in somewhat longer corridors between major activity and population centers. Examples include the Eugene EmX (mixed traffic and dedicated BRT) and the Denver HOV Express (provides direct bus connections from park-and-ride lots to express lanes in the freeway). Mr. Wallace stated that the Regional Level provides long distance connections between activity centers and population centers. Examples include Los Angeles Orange Line (dedicated BRT), Salt Lake City's light rail system, Seattle's commuter rail system, and San Francisco's heavy rail system.

Mr. Wallace stated that seven focus group meetings, two with transit riders, two with non-riders, and three with representatives from the disability community, provided insight into people's perceptions and attitudes toward transit. He reported that residents in central locations are generally more satisfied with the existing system, but they see the need for improvements. Mr. Wallace mentioned that there is a significant disparity between people in the MAG region and other regions on how they view transit. Mr. Wallace noted that Valley focus groups described public transit as slow, old and prehistoric, and people in other regions used words like seamless and painless. He advised that most people, both riders and non-riders, indicated they are excited about the opening of light rail. They see that as a major accomplishment as an opportunity to start improving transit availability in the Valley.

Mr. Wallace stated that from the focus groups and surveys, they learned that there are barriers and motivations for using transit, for both riders and non-riders. Barriers for using transit include the hassle of planning trips and substantial wait times, as well as the availability of service, including limited hours of operation, lack of frequency, and inadequate routes. He said that motivations for current riders are that they want more buses, more routes, greater frequencies, and longer service hours. Mr. Wallace noted that people see an imbalance of what is available between cities, which makes using transit very difficult at times. He advised that for non-riders, it appears that they are unlikely to use transit unless they see a specific benefit. Mr. Wallace indicated that some people have begun using transit because of gas prices, but the majority of people they talked with will ride in their cars unless they see a specific benefit in terms of convenience, speed, and time. Mr. Wallace noted that they will be looking for ways to address these issues to attract new customers to transit.

Mr. Wallace then spoke about how the MAG region compares to other regions. He said that they conducted a detailed analysis of six peer regions – Atlanta, GA; Dallas, TX; Denver, CO; Salt Lake City, UT; San Diego, CA; and Seattle, WA, to understand their systems, both current and planned. Mr. Wallace noted that the MAG region is the only region currently operating only two modes of transit. Although light rail will be added to the MAG region's transit system in December, Seattle and Denver are also adding a new mode. This means that five of the six peer regions will have four modes available in the future.

Mr. Wallace stated that the study looked at transit boardings and the number of revenue miles operated. He noted that the peer region average is around 35 boardings per capita, while the MAG region is just under 20. For the revenue miles operated per capita, the peer region average is at 19.7 and the MAG region is at 12.5.

Mr. Wallace then reported on operating investments. He said that the peer average is just under \$129 per capita, while the MAG region is at \$71, which suggests that the region is not investing at the level of its peer regions in public transit. Mr. Wallace advised that the study is also looking at capital expenditures, and what the peer regions will be adding in the future.

Mr. Wallace noted that there is a perception that transit in peer regions is more successful because they have more population density; however, the Seattle region has about 3,000 people per square mile, and the MAG region has about 4,000 people per square mile. He displayed a graph of how the supply of transit relates to the demand for transit and noted that Phoenix and Dallas are trailing behind the other regions.

Mr. Wallace stated that Phase One of the project has been completed, and they are currently completing Phase Two. They will have meetings with the cities and towns and anticipate that they will be bringing forward the initial recommendations for the three scenarios in early October. Then, through the end of the year, they will be refining the scenarios and developing the draft transit framework. Mr. Wallace stated that they are looking at the possibility of holding a peer review workshop with the TPC in November. He said that they anticipate that the Draft Regional Transit Framework Study may be ready for discussion in mid-January. Chair McClendon thanked Mr. Wallace for his report and asked members if they had any questions.

Mr. Crossman noted that the Regional Transit Framework Study was on the Transportation Review Committee (TRC) agenda. He asked if the committee had any comments. Mr. Wallace replied that there is a lot of interest in the Study because the setting is for the next 30 to 40 years. He added that the discussion will begin when the scenarios are on the table.

Mr. Tripathi asked if any study had been done that determined the per capita expenditure for highways. Mr. Smith replied that information being prepared for Proposition 300 showed the region lagging behind. He indicated that he had not seen any recent number on per capita expenditures. MAG staff offered to provide that number.

Mr. Fairbanks asked for clarification that this study was a regional analysis that compared region to region and not a comparison of city to city. Mr. Wallace affirmed that the study was a comparison of regions and not cities.

Mr. Meyer commented that Scenario Three seemed to have two options to increase ridership: making transit more attractive and the misery factor such as congestion and absence of parking. He asked how these two variables are controlled as the study is being conducted. Mr. Wallace replied that their analysis is a long range look at transit to 2030. They are using the MAG travel model to understand congestion levels and are also looking at how they evaluate each scenario. He added that a lot of factors go into the scenarios, such as the land use/transportation connection to connect activity centers, as well as to suggest opportunities where those factors can be used as tools for transit. Mr. Wallace stated that they expect that the tools will be discussed and considered as the project moves forward.

Mr. Swenson asked when the study is completed if MAG would move to a phase to develop transit priorities, a funding program, and a methodology. Mr. Wallace replied that when the

study is completed, they want to bring it to the policy makers and get direction on how to proceed.

Chair McClendon commented that the tipping point seems to be fuel at \$4 per gallon. He commented that the region's funding structure for transit, which has ongoing expenses, has sunsets. Chair McClendon asked Mr. Wallace if they would be looking at such issues as the study moves forward. Mr. Wallace replied that many peer regions have a one-cent sales tax for transit, which illustrates the great disparity between those regions and the MAG region. He indicated that they want to bring that issue forward for discussion.

7. Census 2010 Update

George Pettit, Chair of the MAG Population Technical Advisory Committee (POPTAC), noted that April 1, 2010, is Census Day. He stated that the POPTAC has responsibility for coordinating preparations for each census, and expressed his appreciation to member agency staff who are attending the monthly meetings. Mr. Pettit stated that because the 2010 Census is a decennial census, there is no special assessment to member agencies. He noted that it is important to ensure full counts and preparations are necessary to accomplish that.

Mr. Pettit noted that much of a municipality's revenue budget is derived from the census, whether federal funds or state shared revenue. He advised that the 2010 Census will change the revenue distribution formula for everyone, and added that currently, the state shared revenue is \$280 per person.

Mr. Pettit stated that the American Community Survey is changing the nature of census information that will be collected in 2010. Everyone will get the same form – there is no long form or short form – but there still needs to be a commitment to inform residents of each community of the importance of filling out and returning the questionnaire to avoid having to send workers for follow up visits. Mr. Pettit also noted that they will be sensitive to the concept of vacancy rates and how that affects population positions.

Mr. Pettit stated that each community knows best how to communicate with its constituents. He said that a common message, such as through media broadcasts, is helpful for informing the public.

Mr. Pettit stated that at the POPTAC meeting, Census Bureau staff encouraged each member agency to create a Community Complete Count Committee to increase the questionnaire mail-back response rate. The Census Bureau also encouraged each member agency to create a resolution of support that sends the community the message that community leaders and officials support and understand the importance of the 2010 Census.

Mr. Pettit acknowledged the support of the City of Phoenix, who volunteered to help coordinate the media work. He noted that in the past census, the City of Phoenix contributed \$250,000 in staff time and direct production costs. Mr. Pettit encouraged members to reserve funds in their budgets to defray the shared costs that will be incurred in conveying common messages.

Mr. Pettit announced that the Census Bureau is recruiting for the census management team. He added that they will be looking for sites for training, testing, and recruiting. Mr. Pettit added that announcements would be forthcoming about job opportunities for census activities.

Chair McClendon extended his appreciation to the City of Phoenix for its efforts on the media work. He asked members if they had questions. None were noted.

8. Comments from the Committee

An opportunity will be provided for Management Committee members to present a brief summary of current events. The Management Committee is not allowed to propose, discuss, deliberate or take action at the meeting on any matter in the summary, unless the specific matter is properly noticed for legal action.

Kenny Harris asked MAG's policy for responding to citizen comments. He offered to respond to Mr. Gawlitta's suggestion for cable barriers across washes by providing information on the County's outreach program to citizens about flooded washes and also legal issues that the County must consider. Chair McClendon stated that a response from MAG would depend on the citizen's comments. He added that Maricopa County could answer if it felt a response was warranted.

The video that MAG produced on the rubberized asphalt program was played.

There being no further business, the meeting adjourned at 12:55 p.m.

Secretary

Chairman